SUGGESTED CONEX CATALOG

(BY PRODUCT LINE)

RECEIVED

JAN 15 1968

GROUP 290

RECEIVED
JAN 15 1968
GROUP 290

NEW FROM CONEX...

the Cool hot cup that vends everytime

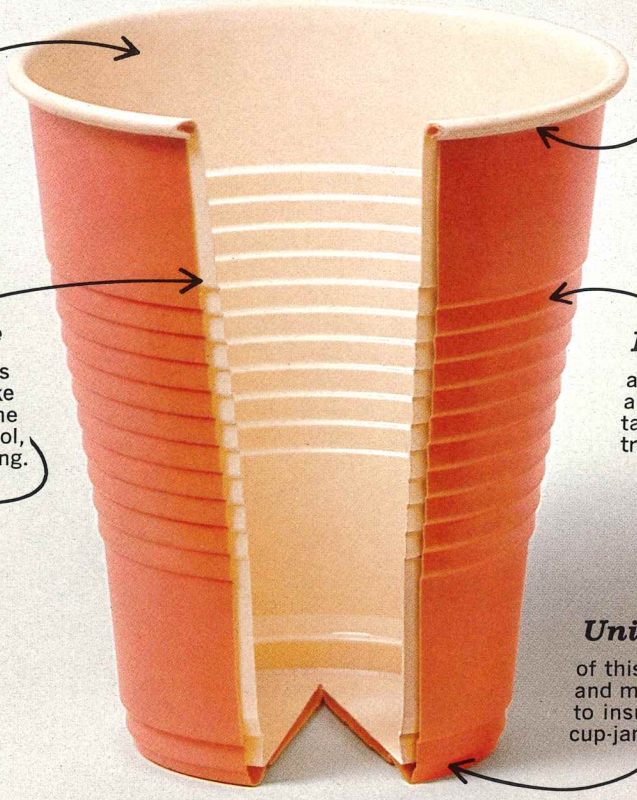
"Flavor-Therm® II", *the cool hot cup from* CONEX *...how it works:*

A cup within a cup...

all plastic, the Mocha outer shell cradles a smooth, cream-white inner cup that protects the genuine taste of the contents.

A sealed air space

formed by the walls of the two cups is nature's own best insulator. Like the vacuum bottle, it keeps the contents hot, the outer walls cool, and eliminates vapor ring.



Single, rolled rim

locks the cups together and keeps them locked under all conditions. No leakers, no soft rims, no cup-jams.

Ribbed outer wall

assures a non-slip comfortable grip and adds to the smart appearance of the tasteful Mocha outer cup. Anti-static treated for dependable vending.

Unique stacking feature

of this patented cup prevents telescoping and maintains uniform close nesting to insure more cups per stack and no cup-jams.

Our new double-wall cup not only works—it sells! By using air insulation, we've licked the biggest single drawback to hot beverage sales—the cup too hot to carry. We've added a new dimension in appetite appeal with our handsome Mocha outer cup and our porcelain-like inner cup.

Our close nesting stack, flexibility and completely stable cup material guarantee the kind of trouble-free vending that eliminates expensive service calls and keeps you in business one hundred percent of the time. Add to this an all-plastic cup that won't leak, taste, flake, or get soggy and you have all you need to know to buy CONEX. Write us for samples and details, or give us a call. "Flavor-Therm II" is the cup to order.

itw CONEX

DIVISION ILLINOIS TOOL WORKS INC.

Des Plaines, Illinois 60018 (312) 296-2266

Fairfield, New Jersey 07007 (201) 226-6540

Santa Fe Springs, California 90670 (213) 723-0089

5¢ OFF

70 COUNT PACKAGE

DISPOSABLE TABLEWARE *By* CONEX

T.M.

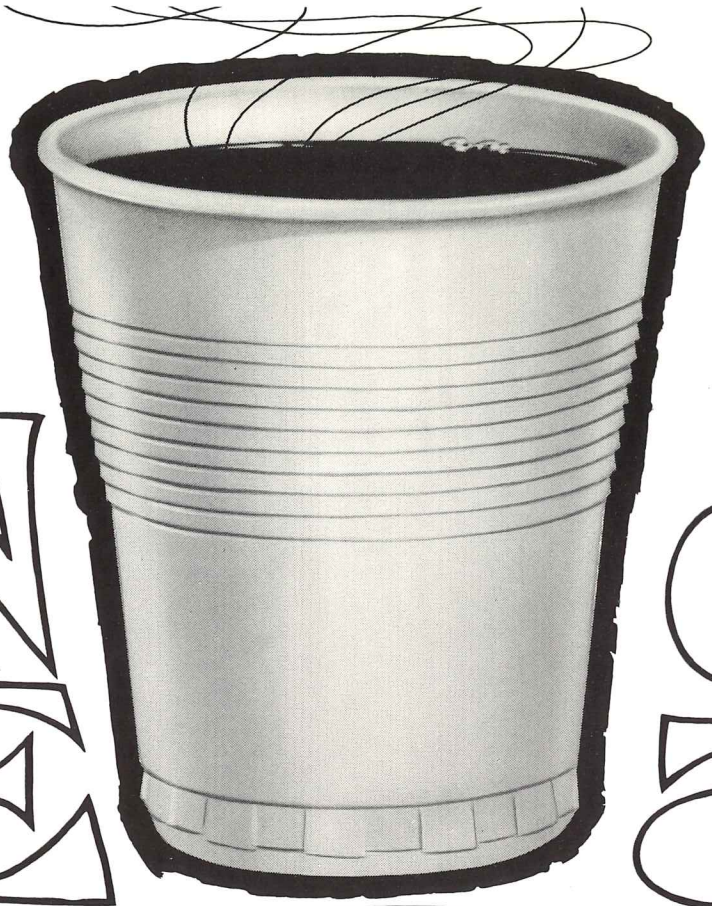
plastic glasses

Ç

RECEIVED

JAN 15 1968

GROUP 290



ONE OR a MILLION

CONEX VENDS PERFECTLY

. . . *and that's not all!* Conex® *all-plastic* cups deliver the really true flavor of coffee, or other beverages. They have the look and feel of quality yet they sell at the price of paper cups. That's why Conex is the world's largest selling line of single service plastic cups and containers. It will pay you to look into the advantages of the Conex!

CONEX

DIVISION ILLINOIS TOOL WORKS INC.

DES PLAINES, ILL. • SANTA FE SPRINGS, CALIF.

NEWEST BIG NAME IN PACKAGING™

THE FLAVOR SHOWS THRU!

Conex® Flavor-Vue® Translucent Cups Mean More Volume!

Switch to Conex cups and get two big advantages: *the flavor shows thru*® to help make drinks "taste better," so you get more repeat customers . . . and *absolute uniformity* of cups assures maintenance-free operation.

Conex cups fit all present machines. Ideal for icemaker units. Plastic deluxe cups priced so low, they can be used instead of paper cups in all locations. Available for prompt delivery in 7, 9 and 10 oz. sizes.

Write or call for information or samples

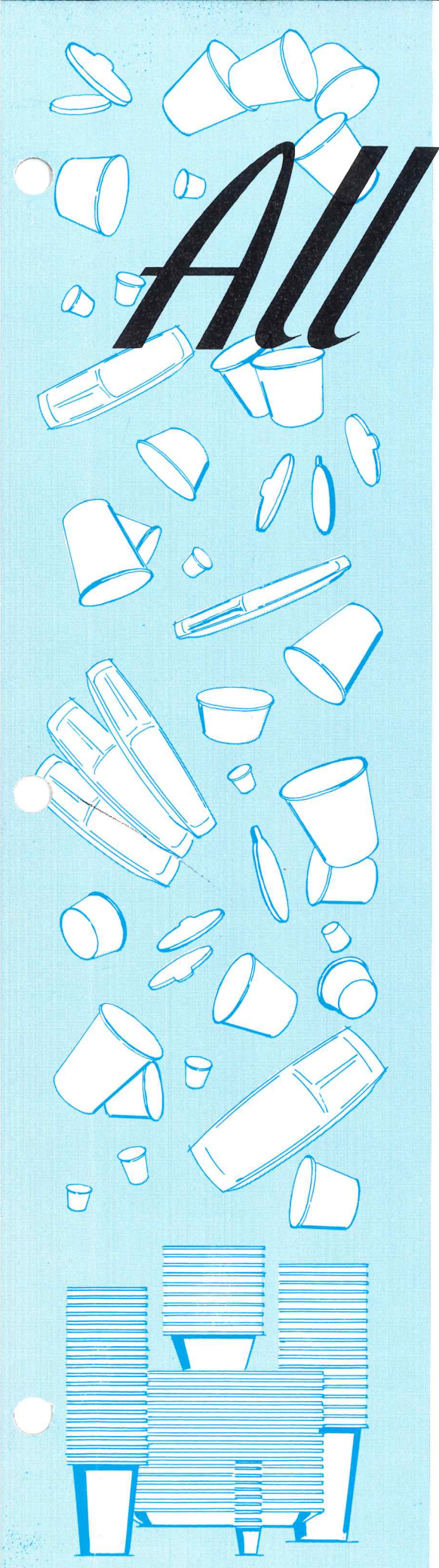
CONEX

DIVISION ILLINOIS TOOL WORKS INC.

itw

1901 SOUTH MT. PROSPECT ROAD, DES PLAINES, ILL.

RECEIVED
JAN 15 1968
GROUP 290



All Plastic

- COLD DRINK CUPS
- BIG DRINK CUPS
- HOT DRINK CUPS
- CREAMER/CONDIMENT CUPS
- MEDICINE CUPS
- PLATES
- FOOD CONTAINERS
- FLUSH FILL FOOD CONTAINERS
- ACCESSORIES

DISPOSABLE SERVICE

by CONEX T.M.

C 7 S | C 7 T | C 8 | C 9 | C 10

LH 7 CS | LC 7 CT | LC 9 CL | LC 10 CL

C 12 | MC 12 | C 16 | MC 16

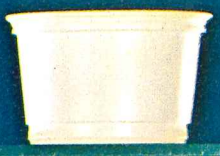
LC 12 CL | LC 12 TP | LC 16 CL | LC 16 TP

HT 7 | H 7 S-WH | H 7 S-TN | H 7 T | H 8

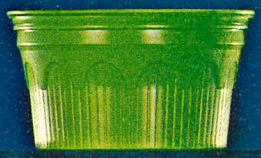
PPT | M 1 | CR 1 | LCRTP | LCRTPC

F 8 SA

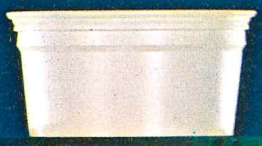
F 8 SC



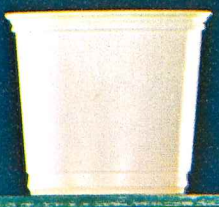
F 8 TC



F 12 SA

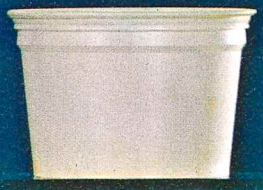


F 12 SC



F 12 TC

F 16 SA



F 16 SC

F 16 TC

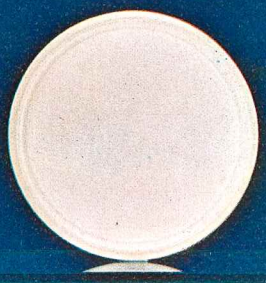
F 24 TC

F 30 TC

F 32 TC

F 32 SC

LFSM

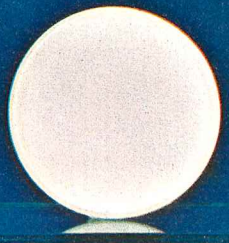


LFSD-WH

LFSD-TR

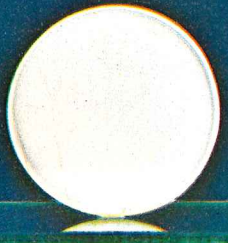
LFLG

FF 16-WH



LFF CL-WH

FF 16-TL



LFF CL-TL

STOCK NUMBERING SYSTEM
FOR CONEX® WHOLESALE PRODUCTS

The first letter designates the product...

C – Cold Cup - Flavor-Vue®
CR – Creamer/Condiment
F – Food Container
FF – Flush Fill-Food Containers
H – Hot Cup - Flavor-Tru®
HT – Hot Cup - Flavor-Therm®
L – All product designations preceded by the letter (L) indicates it is a lid for that product.
M – Medicine Cup
MC – Mixing Collar
P – Plastic Plate

The first number designates approximate capacity...

The second letter designates shape...

CL – Coverall Plastic
CS – Coverall Plastic for Squat Cup
CT – Coverall Plastic for Tall Cup
LG – Large
PT – Partitioned
S – Squat
SA – Squat Arcade
SC – Squat Classic
SM – Small
SD – Standard
T – Tall
TC – Tall Classic
TP – Tab Paper
TPC – Tab Paper Plastic Coated

The third letter is always separated by a hyphen and designates color...

-BL – Blue
-GR – Green
-RS – Russet
-TL – Translucent
-TN – Tan
-TR – Transparent
-WH – White
-YL – Yellow

Product colors are designated only when the product is available in more than one color.

CONEX
DIVISION ILLINOIS TOOL WORKS Inc.
1901 S. MT. PROSPECT RD. DES PLAINES, ILL. 60016
312 • 296-2266
12333 E. LOS NIETOS RD. SANTA FE SPRINGS, CALIF. 90670
213 • 723-0089

all plastic disposable cups

For
Faster turnover,
Year 'round
sales

by CONEX

T.M.

More $$

SELLING CONEX® ALL PLASTIC CUPS . .

1
CONEX
COLD DRINK Plastic Tumblers
100 7 OZ.
IDEAL FOR EVERY DRINKING PLEASURE... JUICES • WATER • MILK SOFT DRINKS • AND OTHER COLD DRINKS NO WASHING • NO BREAKAGE
TRANSLUCENT
GREAT FOR KIDS
2
COLD DRINK 70 DISPOSABLE
plastic glasses
DISPOSABLE TABLEWARE By CONEX
7 OZ. REGULAR
MILK • WATER • JUICES • SOFT DRINKS • ALCOHOLIC BEVERAGES
3
COLD DRINK 20 DISPOSABLE
plastic glasses
7 OZ. REGULAR
4
CONEX
COLD DRINK Plastic Tumblers
5
CONEX
COLD DRINK Plastic Tumblers
50 3¼ OZ.
IDEAL FOR EVERY DRINKING PLEASURE... SOFT DRINKS • MILK • WATER • JUICES • BEER • ALCOHOLIC BEVERAGES
THE FLAVOR SHOWS THRU®
TRANSLUCENT
6
CONEX
BIG DRINK Plastic Tumblers
10 OZ.
IDEAL FOR EVERY DRINKING PLEASURE... MALTS • SHAKES • ICE TEA • LEMONADE NO WASHING
TRANSLUCENT

1	7 OZ. TALL COLD DRINK CUP	100 CUPS PER PKG. 12 PKG. PER CASE
2	7 OZ. REGULAR COLD DRINK CUP	70 CUPS PER PKG. 12 PKG. PER CASE
3	7 OZ. REGULAR COLD DRINK CUP	20 CUPS PER PKG. 24 PKG. PER CASE
4	8 OZ. COLD DRINK CUP	8 CUPS PER PKG. 48 PKG. PER CASE
5	8 OZ. COLD DRINK CUP	50 CUPS PER PKG. 24 PKG. PER CASE

$$ Profit

. FASTER TURNOVER, YEAR 'ROUND SALES

6	14 OZ. COLD DRINK CUP
	10 CUPS PER PKG. 48 PKG. PER CASE

7	7 OZ. FLAVOR-TRU® HOT DRINK CUP
	48 CUPS PER PKG. 12 PKG. PER CASE

8	7 OZ. FOAM HOT DRINK CUP
	18 CUPS PER PKG. 24 PKG. PER CASE

9	7 OZ. FLAVOR-THERM® HOT DRINK CUP
	24 CUPS PER PKG. 24 PKG. PER CASE

10	7 OZ. FLAVOR-THERM® HOT DRINK CUP
	48 CUPS PER PKG. 12 PKG. PER CASE

CONSUMERS PREFER CONEX® CUPS, BECAUSE:

- no paper taste
- clean feel of plastic
- no flaking wax
- beverage shows through
- no leakers
- greater variety of use

STORE MANAGERS PREFER CONEX CUPS, BECAUSE:

- high profit item
- fast turnover
- year 'round sales
- added sales
- increase related-item sales
- full line of cups from one source
- consumer satisfaction

CONEX DIVISION ILLINOIS TOOL WORKS INC. • SANTA FE SPRINGS, CALIF. • DES PLAINES, ILL.

CONEX T.M.

1014

CONEX® CUPS SELL COLD DRINKS

The Flavor Shows Thru!®

Grape . . . Strawberry . . . Cola . . . Orange . . . Lime . . . you can almost taste the flavor before you sip.

You'll sell more soft drinks because your customers are sure to enjoy the taste. Unlike old-fashioned paper cups, Conex plastic cups cannot affect the taste and there's no wax to flake or seams to leak.

See for yourself the advantages of Conex cups. Ask your local Conex representative or write for current prices and free samples.

Conex cups are available in a wide range of sizes for both hot and cold drinks.

itw CONEX

DIVISION ILLINOIS TOOL WORKS INC.

Des Plaines, Illinois • Santa Fe Springs, California

W ORLD'S LARGEST SELLING LINE OF PLASTIC CUPS & CONTAINERS

itw

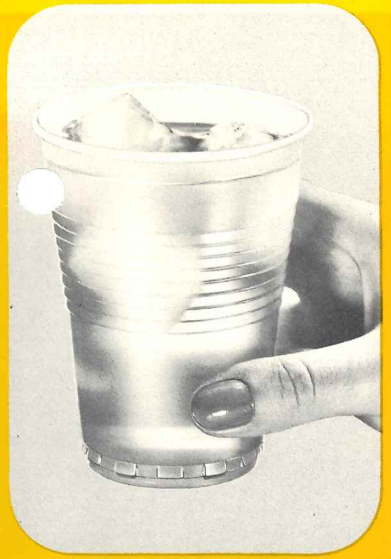
CONEX

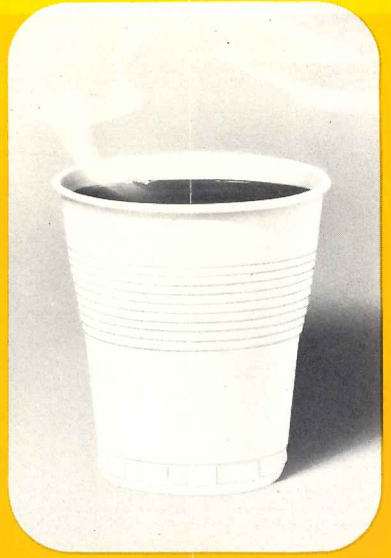
DIVISION ILLINOIS TOOL WORKS INC.

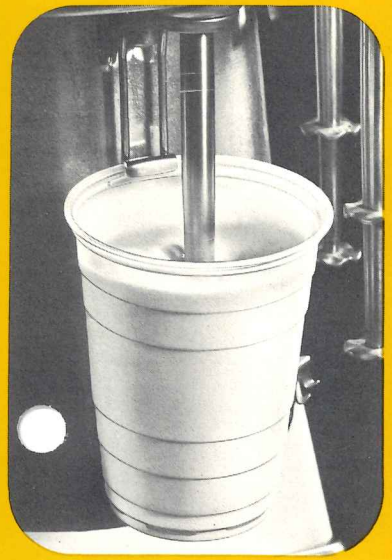
DES PLAINES, ILL. • SANTA FE SPRINGS, CALIF.

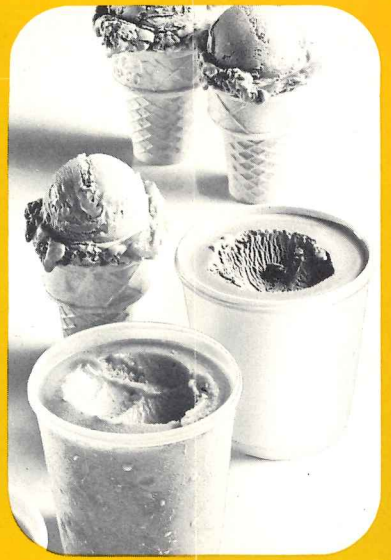
The modern single service cups and containers are plastic...by

CONEX







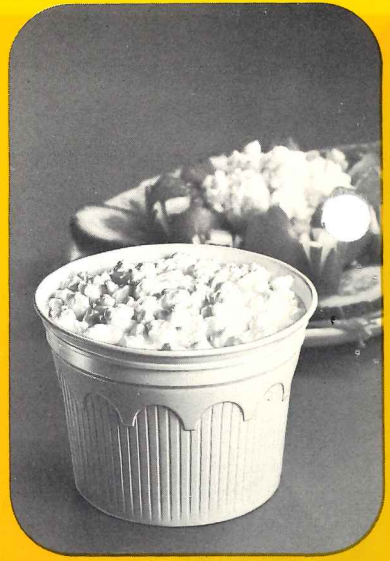


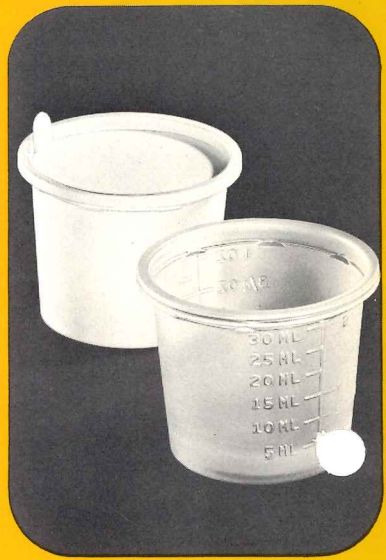
CONEX® single service plastic cups and containers are favorites for industrial, institutional, restaurant and club use. Conex plastics end glass breakage and washing costs . . . eliminate the objections to paper . . . and yet provide the look and feel of luxury at the price of paper. **COLD DRINK**—The Flavor Shows Thru® handsome Conex translucent cups and they deliver the true taste of the beverage. **HOT DRINK**—Largest selling plastic cups bring true flavor satisfaction to America's coffee break. **BIG DRINK**—Translucent cups for malts, ice tea and beer. Mixing collars available. **ICE CREAM**—Handsome, translucent or opaque, round, pint size container. Translucent container sells the appetizing flavor appeal right through the container and lid. **FOOD CONTAINERS**—Whitest of white or three appealing colors from which to choose. Ideal for cottage cheese, whipped butter, salads and many other food products. **CREAMER/CONDIMENT/MEDICINE CUPS**—Sanitary, dispensable. Medicine cup is graduated. **LIDS**—Matching lids available for most Conex cups and containers.

itw CONEX

DIVISION ILLINOIS TOOL WORKS INC.

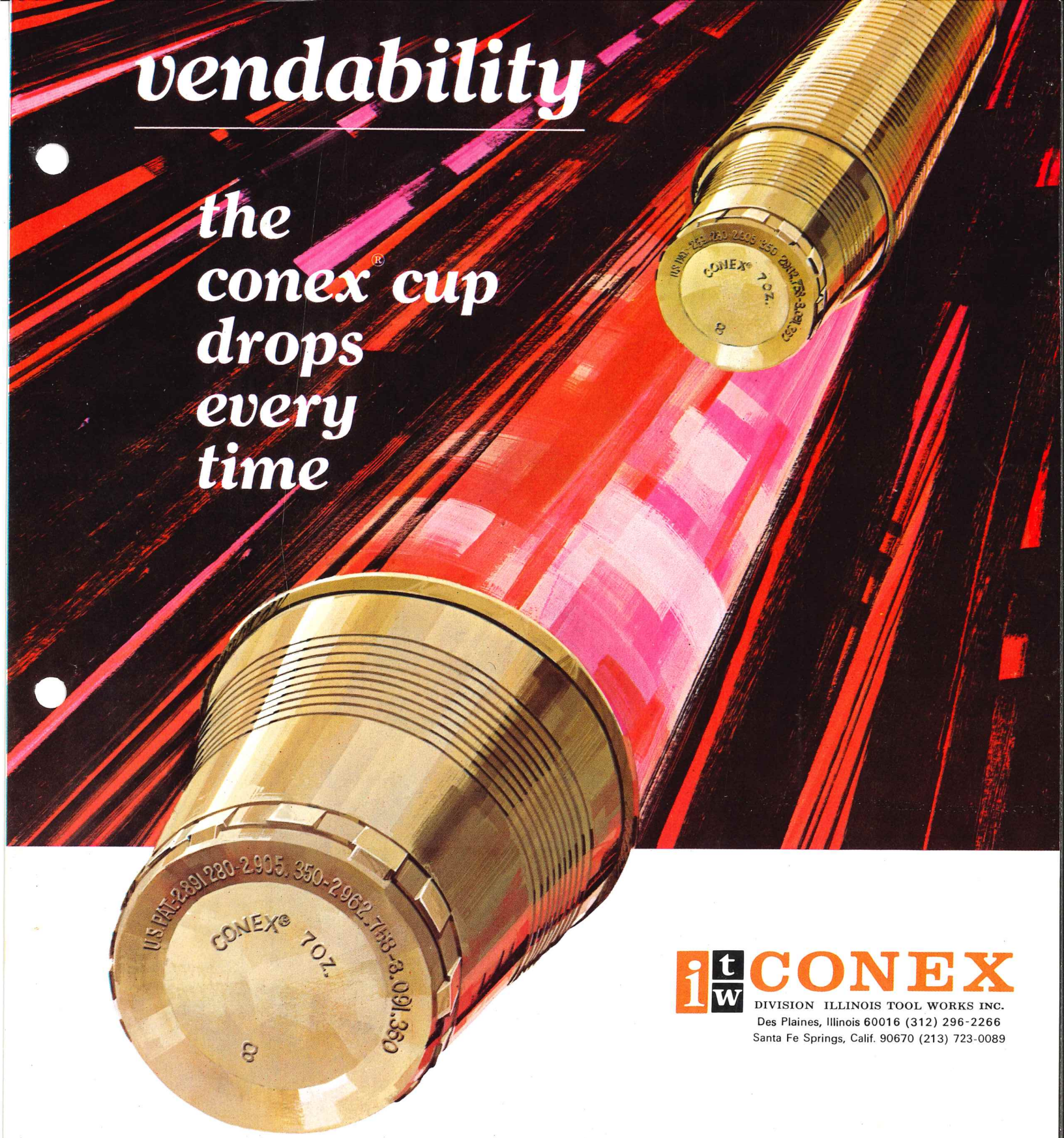
DES PLAINES, ILL. • SANTA FE SPRINGS, CALIF.





vendability

the conex® cup drops every time



itw CONEX
DIVISION ILLINOIS TOOL WORKS INC.
Des Plaines, Illinois 60016 (312) 296-2266
Santa Fe Springs, Calif. 90670 (213) 723-0089

A hot beverage cup that doesn't drop puts you out of business.

Temporarily, of course. Until you make that costly service call. Why risk it?

Use CONEX. Our plastic cup is not only dimensionally stable in all kinds of weather, it has a patented stacking feature that insures a perfect vend . . . no hang-ups, no jam-ups, no service calls.

Downtime approaches zero. And sales go on and on.

So use the Conex cup. It won't taste, flake, leak, or hang up. Just vend.

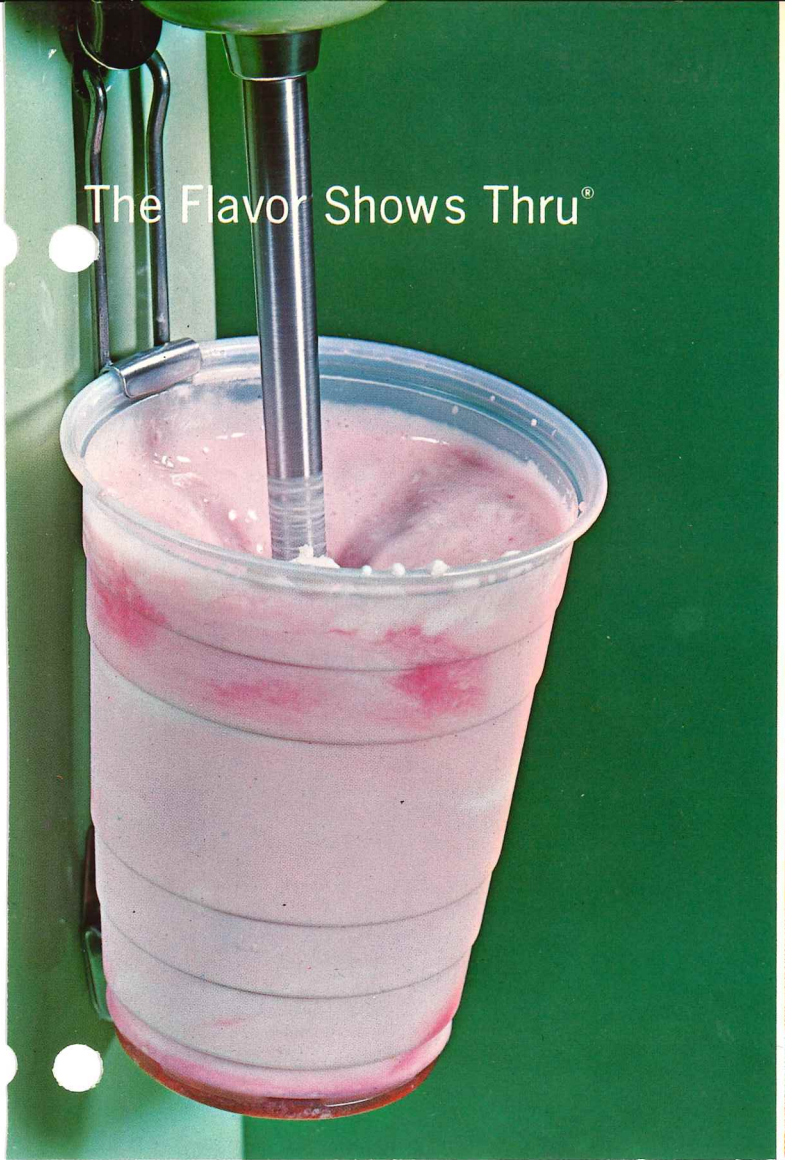
Write for samples and details, or give us a call.

CONEX® ALL PLASTIC CUPS . . .

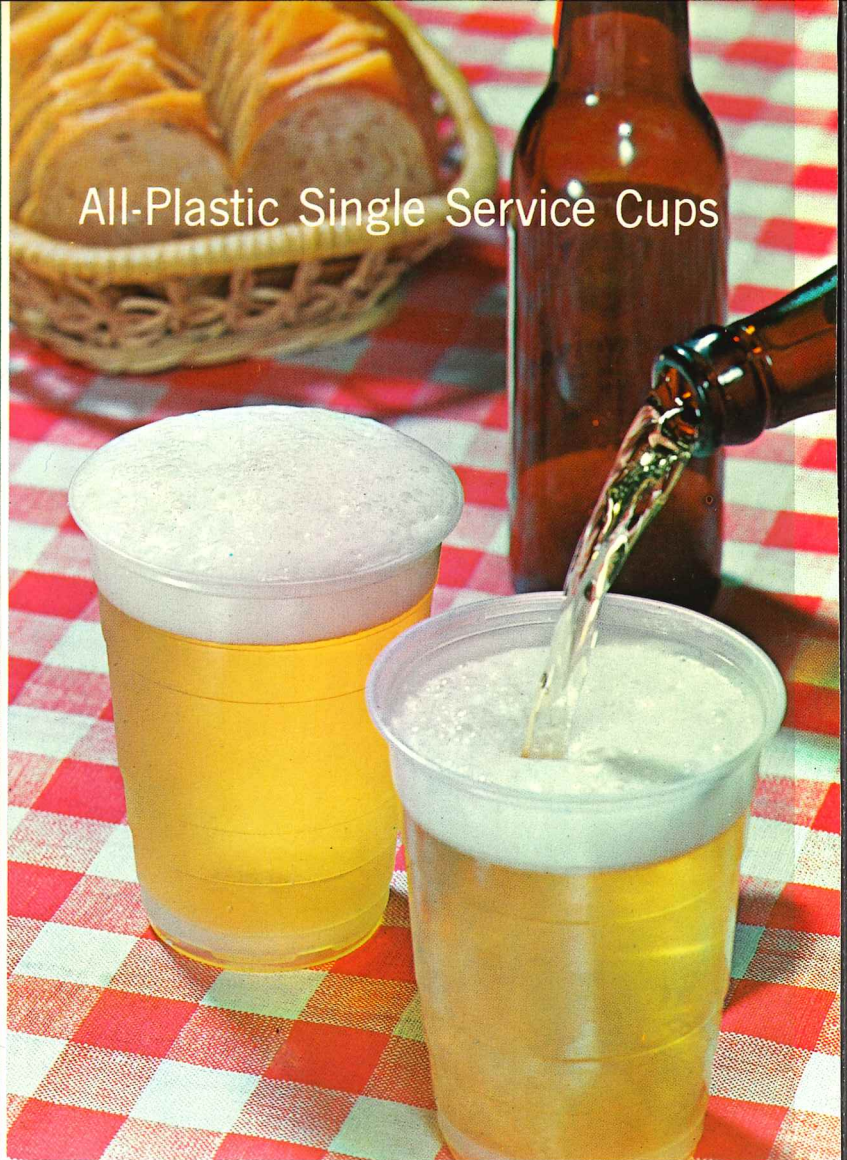
FASTER TURNOVER, YEAR 'ROUND SALES

1 7 OZ. TALL COLD DRINK CUP	2 7 OZ. REGULAR COLD DRINK CUP	3 7 OZ. REGULAR COLD DRINK CUP	7 7 OZ. FLAVOR-TRU® HOT DRINK CUP	8 7 OZ. FOAM HOT DRINK CUP
100 CUPS PER PKG. 12 PKG. PER CASE	70 CUPS PER PKG. 12 PKG. PER CASE	20 CUPS PER PKG. 24 PKG. PER CASE	48 CUPS PER PKG. 12 PKG. PER CASE	18 CUPS PER PKG. 24 PKG. PER CASE
4 8 OZ. COLD DRINK CUP	5 8 OZ. COLD DRINK CUP	6 14 OZ. COLD DRINK CUP	9 7 OZ. FLAVOR-THERM® HOT DRINK CUP	10 7 OZ. FLAVOR-THERM® HOT DRINK CUP
8 CUPS PER PKG. 48 PKG. PER CASE	50 CUPS PER PKG. 24 PKG. PER CASE	10 CUPS PER PKG. 48 PKG. PER CASE	24 CUPS PER PKG. 24 PKG. PER CASE	48 CUPS PER PKG. 12 PKG. PER CASE

The Flavor Shows Thru®



All-Plastic Single Service Cups



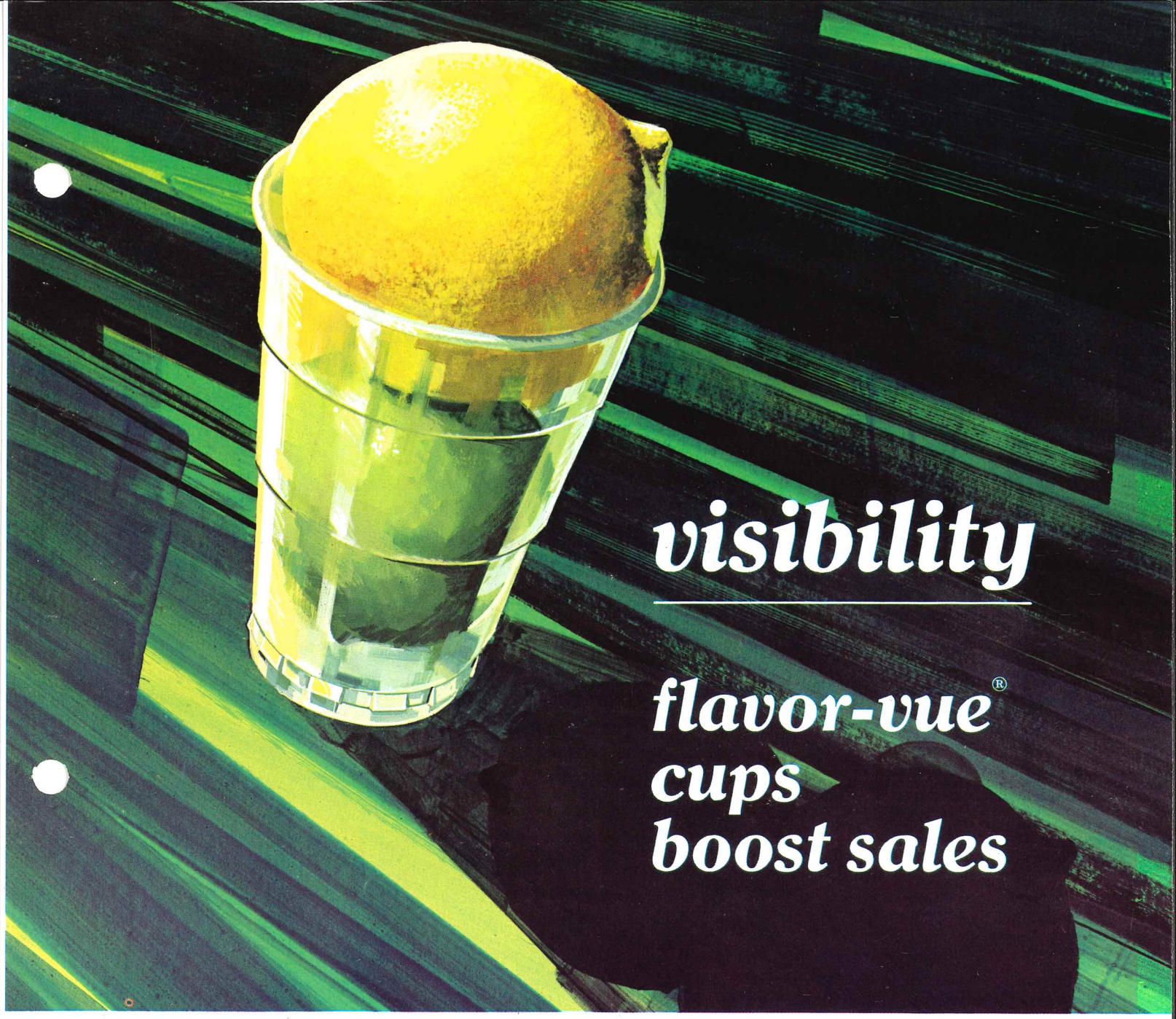
There's a BIG SWING to plastics

Open new accounts and increase sales to present accounts with Conex® single service, plastic Big Drink Cups. Cold drinks look better, taste better and sell better in glass-like plastic cups. Boost your profits with high quality, modern, economical all-plastic single service 12 and 16 ounce Big Drink Cups by Conex.

Write for free samples and prices.

itw CONEX
DIVISION ILLINOIS TOOL WORKS INC.
Des Plaines, Illinois · Santa Fe Springs, California

Conex Flavor-Vue® Big Drink Cups are available with tab or cover-all lids and mixing collars. Conex all-plastic cups for hot and cold drinks come in most popular sizes . . . all with matching lids.



While our newest 9-oz. cold cup is better in many ways, we were extra careful to leave in the one feature that's made all Conex® plastic cups so successful : visibility.

The simple fact that the flavor shows through, like glass, not only seems to give the drinker more pleasure, but it triggers sales among bystanders who didn't even know they were thirsty.

So sales go up. A predictable 10% to 15%.

What's more, our latest cup is stronger . . . it feels better and performs better. And it vends better . . . time after time. No hang-ups, no service calls, no downtime.

The cost ? No more than paper.

So switch. Boost sales and solve all your vending problems in a single move. Write us, or give us a call.

itw CONEX
DIVISION ILLINOIS TOOL WORKS INC.
Des Plaines, Illinois 60016 (312) 296-2266
Santa Fe Springs, Calif. 90670 (213) 723-0089

RECEIVED

JAN 15 1968

GROUP 290

CONTAINER'S

CONEX PLASTICS SELL ICE CREAM

Package Appeal Increases Impulse Sales

Let your own delicious sherbet and ice cream flavors show thru handsome Conex® translucent containers.

Also, beautifully printed Conex dairy white plastics provide bright... and tempting... *Package Appeal* for your brands in retailer display cases.

You get *modern* container design, quality look and feel, reusable pint size plastic containers with lids to match; at low, low cost from Conex.

Write or phone for information and samples. Call: Area 212, CY 6-2266

CONEX

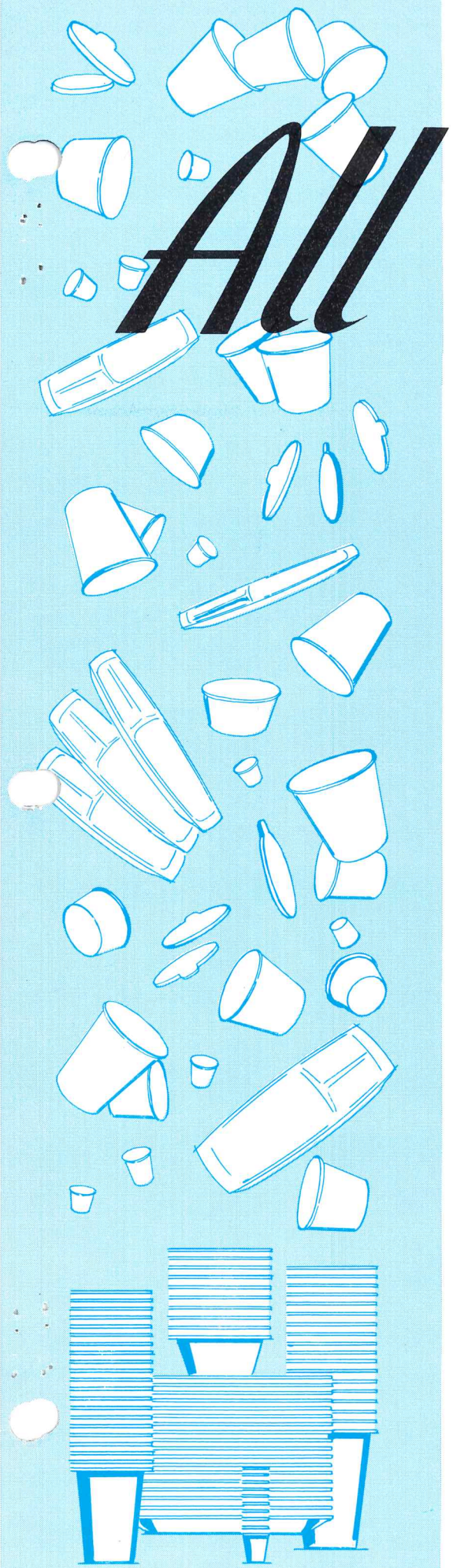
DIVISION ILLINOIS TOOL WORKS INC.

Des Plaines, Ill. • Santa Fe Springs, Calif.

itw

NEWEST BIG NAME IN PACKAGING

RECEIVED
JAN 15 1969
GROUP 200



All Plastic

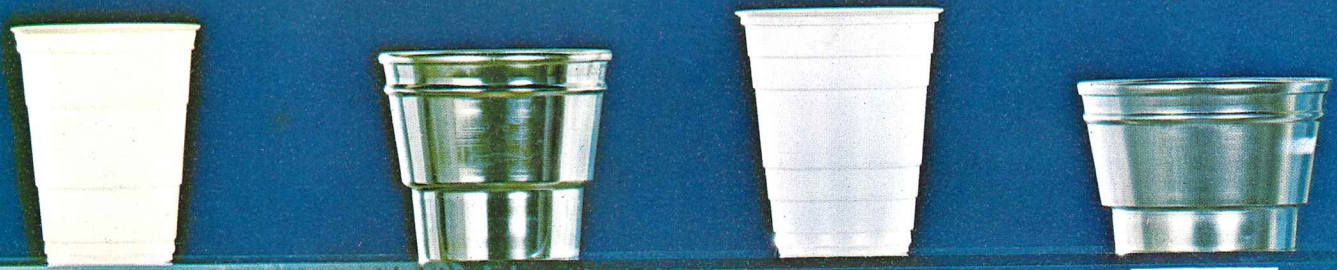
- COLD DRINK CUPS
- BIG DRINK CUPS
- HOT DRINK CUPS
- CREAMER/CONDIMENT CUPS
- MEDICINE CUPS
- PLATES
- FOOD CONTAINERS
- FLUSH FILL FOOD CONTAINERS
- ACCESSORIES

DISPOSABLE SERVICE

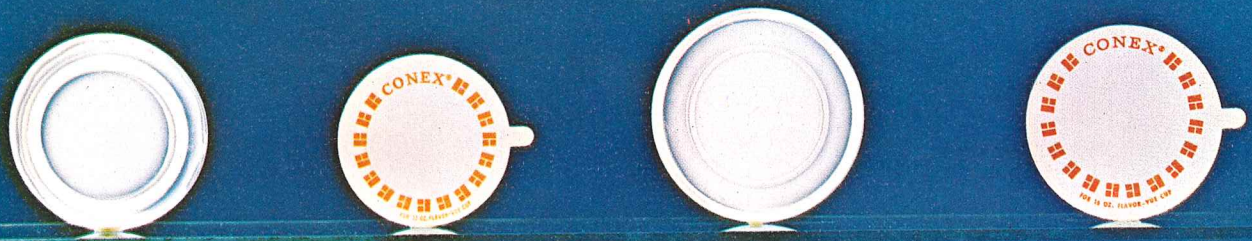
by CONEX T.M.

C 7 S | C 7 T | C 8 | C 9 | C 10

LH 7 CS | LC 7 CT | LC 9 CL | LC 10 CL

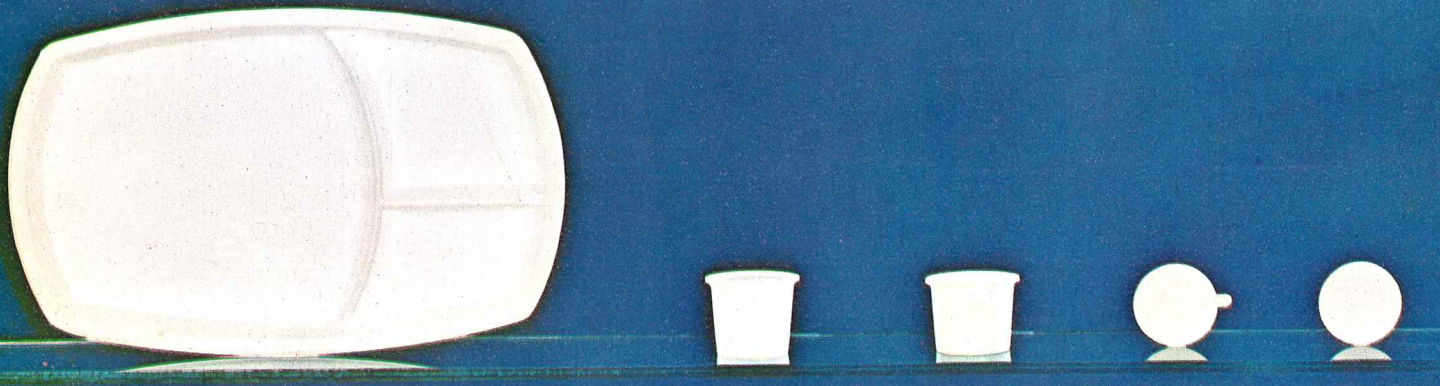


C 12 | MC 12 | C 16 | MC 16



LC 12 CL | LC 12 TP | LC 16 CL | LC 16 TP

HT 7 | H 7 S-WH | H 7 S-TN | H 7 T | H 8



PPT | M 1 | CR 1 | LCRTP | LCRTPC

F 8 SA
F 8 SC
F 8 TC
F 12 SA
F 12 SC
F 12 TC
F 16 SA
F 16 SC
F 16 TC
F 24 TC
F 30 TC
F 32 TC
F 32 SC
LFSM
LFSD-WH
LFSD-TR
LFLG
FF 16-WH
LFFCL-WH
FF 16-TL
LFFCL-TL

STOCK NUMBERING SYSTEM
FOR CONEX® WHOLESALE PRODUCTS

The first letter designates the product...

C – Cold Cup - Flavor-Vue®
CR – Creamer/Condiment
F – Food Container
FF – Flush Fill-Food Containers
H – Hot Cup - Flavor-Tru®
HT – Hot Cup - Flavor-Therm®
L – All product designations preceded by the letter (L) indicates it is a lid for that product.
M – Medicine Cup
MC – Mixing Collar
P – Plastic Plate

The first number designates approximate capacity...

The second letter designates shape...

CL – Coverall Plastic
CS – Coverall Plastic for Squat Cup
CT – Coverall Plastic for Tall Cup
LG – Large
PT – Partitioned
S – Squat
SA – Squat Arcade
SC – Squat Classic
SM – Small
SD – Standard
T – Tall
TC – Tall Classic
TP – Tab Paper
TPC – Tab Paper Plastic Coated

The third letter is always separated by a hyphen and designates color...

-BL – Blue
-GR – Green
-RS – Russet
-TL – Translucent
-TN – Tan
-TR – Transparent
-WH – White
-YL – Yellow

Product colors are designated only when the product is available in more than one color.

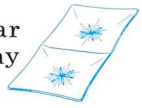
CONEX
DIVISION ILLINOIS TOOL WORKS Inc.
1901 S. MT. PROSPECT RD. DES PLAINES, ILL. 60016
312 • 296-2266
12333 E. LOS NIETOS RD. SANTA FE SPRINGS, CALIF. 90670
213 • 723-0089

Table-Ready Plastic Containers... Spark Appetites, Boost Sales!

Give high profit dips, sour cream... and cottage cheese new year 'round sales power. Handsome Conex® plastic containers and lids can actually cost less than present packaging. 8, 12 and 16 oz. sizes.

- **More eye appeal** . . . in the store, on the table. Now available in 6 rich colors . . . and natural. White plastic lids, beautifully printed. Arcade design shown. Custom designs can be made exclusively for you.
- **Foods taste better, keep better,** in plastic. No "papery" taste. And Conex lids "breathe" . . . yet fit tight!
- **Fill and cap** on standard machines. One set of attachments handles all three sizes.
- **Lowest-cost packaging!** Check our low truckload prices.

Self-liquidating premium promotion! Clear plastic server (shown above) available in any quantity . . . with complete promotion plan.



Write for complete information.

Conex
DIVISION
CONTAINERS itw PACKAGING

ILLINOIS TOOL WORKS
DES PLAINES, ILLINOIS

CONEX PLASTICS SELL CHEESE

Superior printing adds new appeal for impulse sales!

Progressive dairies nation-wide have switched to richly-printed Conex® plastic containers to sell more cottage cheese . . . also sour cream, dips and other specialties.

Container designs reproduced with Conex unmatched printing quality, on *both sidewalls and lids*, stand out in retail display cases to compel more impulse sales.

Yet, this greater attractiveness of Conex plastic containers and lids may cost you no more than ordinary printed paper tubs with cardboard or tin lids.

Your present container design can be faithfully duplicated on plastic, or we'll help you create a new design. Get the facts and you'll switch to Conex, too.

Write or phone for information and samples

CONEX

DIVISION ILLINOIS TOOL WORKS INC.

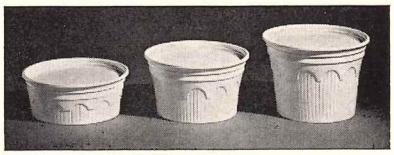
itw

1901 SOUTH MT. PROSPECT ROAD, DES PLAINES, ILL.

Conex—exclusive at the "World of Food" New York World's Fair, 1964-1965.

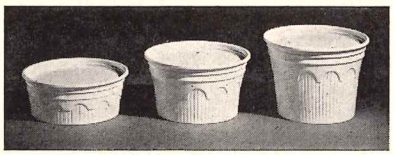
CONEX
PLASTICS
SELL
CHEESE
Brighter Lids are Better Salesmen for Your Products!
Discover the big improvement in sales attraction for your products with the color brilliance of Conex® printed plastic lids and containers.
Dairy white Conex plastic lids fit snugly. Rich, colorful printing will top-off your Package Appeal in retailer display cases.
Join the many progressive dairies that have profitably switched to Conex plastics.
Write or phone for information and samples. Call: Area 212, CY 6-2266
CONEX
DIVISION ILLINOIS TOOL WORKS INC.
Des Plaines, Ill. • Santa Fe Springs, Calif.
itw
NEWEST BIG NAME IN PACKAGING
MADE FRESH DAILY
Bowman
Large Curd
CREAMED COTTAGE CHEESE
NET WEIGHT 16 OUNCES
MFD. BY SEALRICH DAIRY CO., SAGINAW, MICHIGAN
Arden
PASTEURIZED
i-Energy
LOW FAT
SMALL CURD
Carnation
Pineapple
CREAMED
COTTAGE CHEESE
A&P
Cream Rich
CREAMED
COTTAGE CHEESE
with CHIVES added
GRADE A
Staffen's
SOUR CREAM
Borden's
creamed
cottage
cheese
PASTEURIZED
LUCERNE
SMALL CURD
FARMER STYLE CREAMED
COTTAGE CHEESE
Meadow Gold
SMALL CURD
Creamed
Cottage
Cheese

the plastic container's future



Reprinted from
The Milk DEALER

the plastic container's future



The rapidly increasing use of plastic containers in the marketing of cottage cheese and related dairy products, such as sour cream and dips, is impressive. The benefits and advantages inherent to the dairy industry as a result of the increasing use of plastic containers — both for producers and for consumers of cottage cheese and kindred products — are manifold.

Continued growth and utilization of the plastic container is certain. As recently as a year ago plastic packaging was used only as a method of distributing and merchandising cottage cheese for special, short-time sales promotion campaigns. High cost factors of injection molded containers precluded regular use.

Today, however, numerous dairy product processors have adopted these thin wall plastic containers on a regular, year 'round, volume production basis. More and more activity is being undertaken and a plastic container boom is under way. The American consumer, that expert and highly critical judge of any new product, has placed an enthusiastic stamp of approval on the plastic container as it has been modernized and adapted to the packaging and merchandising of cottage cheese. Mrs. American Housewife has tried plastic and liked it in many other fields. In the dairy products field, she finds still other advantages.

The convenience of containers, so colorful and attractive that she is willing to put them on the table, has strong appeal for her. Repeat use features also have charm — the practical appeal — and plastic containers keep contents fresher longer too.

Right here, at our Conex Division of Illinois Tool Works, Inc., headquartered at Des Plaines, Ill., we have a large, new plant devoted almost

by Robert G. Rettig
Sales Manager, Conex Division of Illinois Tool Works Inc.
Des Plaines, Ill.

exclusively to this newest of container developments. We have pioneered the introduction of many of the new techniques, and have been eyewitnesses to the swift advances of the progress of the entire plastics industry development. The ready and rapid acceptance of our exciting new products has encouraged further creative experimentation soon to be revealed.

But, what are the other important factors behind the enormous future for the plastic container in the packaging of cottage cheese and other products in the dairy industry?

First, let us consider what is perhaps the most important factor of all — the question of costs relative to competitive paper containers. Not long ago the relatively high cost of the plastic container, coupled with now outmoded plant operations calling for hand packaging, presented what appeared to be exorbitant cost factors. Short-term promotional use, however, proved that consumers preferred plastic, and a significant change was brought about as a result of consumer demand.

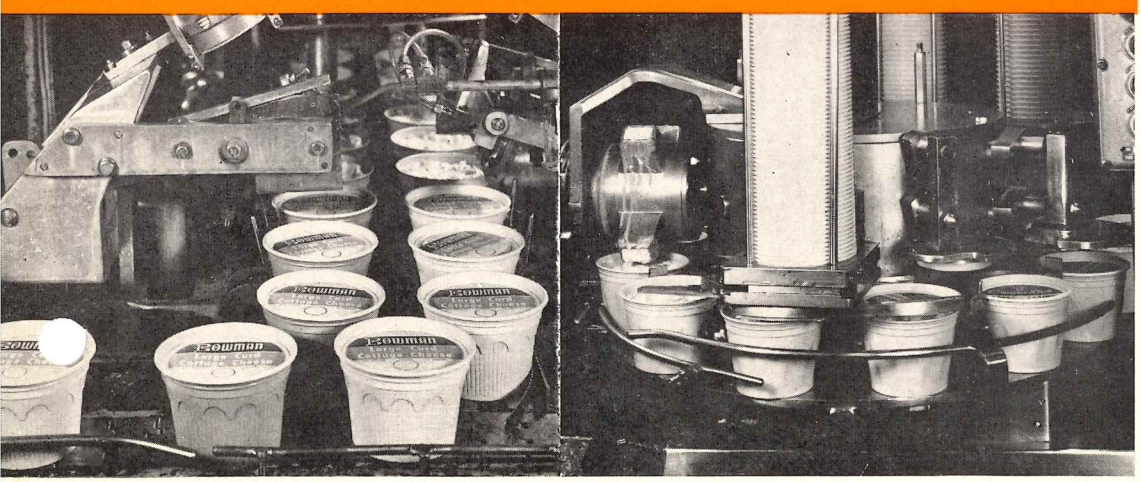
Now, the cost of the plastic container can be practically the same as the cost of the paper package — a reduction in cost which is meaningful, not only to the producers of cheese and other dairy products, but also to a host of other food packaging industries. Furthermore, the basic costs of plastic molding powders have been steadily moving downward. Meanwhile, however, the basic costs of paper have not been reduced. In other words, this cost gap between plastic and paper raw materials is rapidly being closed.

In addition, many other factors have evolved to give the plastic container a newly acquired competitive advantage over paper.

For instance, the plastic container, among other things, has a distinct advantage of being molded in accordance with fixed dimensions — of being formed to a shape that will not change.

The dimensional stability of plastic and the uniform molding of the plastic container ties in perfectly with the development of new high speed

LEFT — Bowman Chicago plant fills and caps up to 120 packages per minute on this Triangle D2A unit, using standard Conex Arcade design plastic containers and printed Conex plastic lids. RIGHT — Chicago Borden plant uses Anderson 331 capping and filling machine to fill Conex produced, exclusive Borden-designed plastic containers with cottage cheese at a rate of 120 packages per minute.



automatic equipment which doubles or triples the earlier methods of packaging in the dairy industry. Specifically, the uniformity of the plastic container is paving the way for major advancements which will mean higher speed fully automatic filling and capping of packages of cottage cheese and allied dairy products. Here, the potentials of cost savings through automation are virtually unlimited.

With plastic containers and new automatic equipment working together, it is certainly safe to predict that speeds of 250 pint packages per minute will become routine for cottage cheese and similar products. This is in keeping with the strides in other segments of the food industry. Look, for another instance, at baby foods which can be packaged in glass at a rate of 1,000 units per minute . . . or canned foods and beer packed at 600 to 800 units per minute!

New pumps and mixing equipment — higher in speed, yet more gentle in the handling of delicate foods — are even now helping to produce better quality products, and plastic containers help these products stay fresh longer.

This, however, is only one phase of the immense future which is unfolding for the dairy industry and its application of the plastic container.

The printing and labeling of plastic packages will, again, take long leaps forward. Many of the ink and color problems have already been solved in the handling of hot plastic films. Sidewall identification through printing or special configurations is a commercial reality. Electrostatic reproduction methods will potentially solve many of the earlier problems of printing and labeling. Major plant investments and improvements are continually being made to give to the plastic container the high quality printing and decorating which heretofore was, for the most part, restricted to other elements of the packaging industry.

For cottage cheese and related dairy product producers, these new, colorful plastic containers offer unmatched potential benefits. In fact, these table-ready packages are already so attractive that Mrs. American Consumer takes them directly to the dining table — a major by-product result which has increased the demand and the consumption of cottage cheese and similar products. Further progress and new product development is inspiring even newer packaging advances in plastic containers, and these specialty products carry desirable margins for producers.

Just think of the in-store sales appeal of these highly colorful and attractive plastic containers — unlimited potential! Special, individualized designs are available for eye-catching brand name identification. Also, plastic containers can provide product designation by the use of color — without extra cost. For new and imaginative merchandising programs, plastic containers of bright and lively color can be produced in shapes of broad and varied design.

Mrs. American Consumer will not only use more cottage cheese, sour cream, dips and other specialties because she delights in placing these appealing containers on her table, but she finds these sturdy plastic packages convenient and economical for re-use for a multitude of other purposes about her kitchen and her home.

The brightest of all futures is indeed unfolding for dairy products and plastic containers. It is a future which will be highlighted by greater and greater production and consumption of cottage cheese and many other dairy products. •

RECEIVED

JAN 15 1968

GROUP 290

SHOWCASE

Boost Profit Pace
WITH
SHOWCASE®
New! In-Store Packaging from Conex®
IMPULSE SALES—That's where Showcase packaging pays off! Transparent plastic Showcase packages "show off" foods to their best advantage. Liver and other offal products, seafood, delicatessen items, dried fruit, candy, bakery products and many others stay fresh longer in Showcase.
Sparkling clear, tasteless, odorless styrene takes refrigeration to 40° below zero.
HEAT SEALS PERFECTLY right in your store. Conex makes compact, table model sealer available to you at no cost!
Let Conex boost your impulse sales profits.
CONEX
Newest Big Name In Packaging
DIVISION ILLINOIS TOOL WORKS INC.
1901 S. Mt. Prospect Road, Des Plaines, Ill.
Conex—exclusive at the "World of Food"
NEW YORK WORLD'S FAIR, 1964-1965.

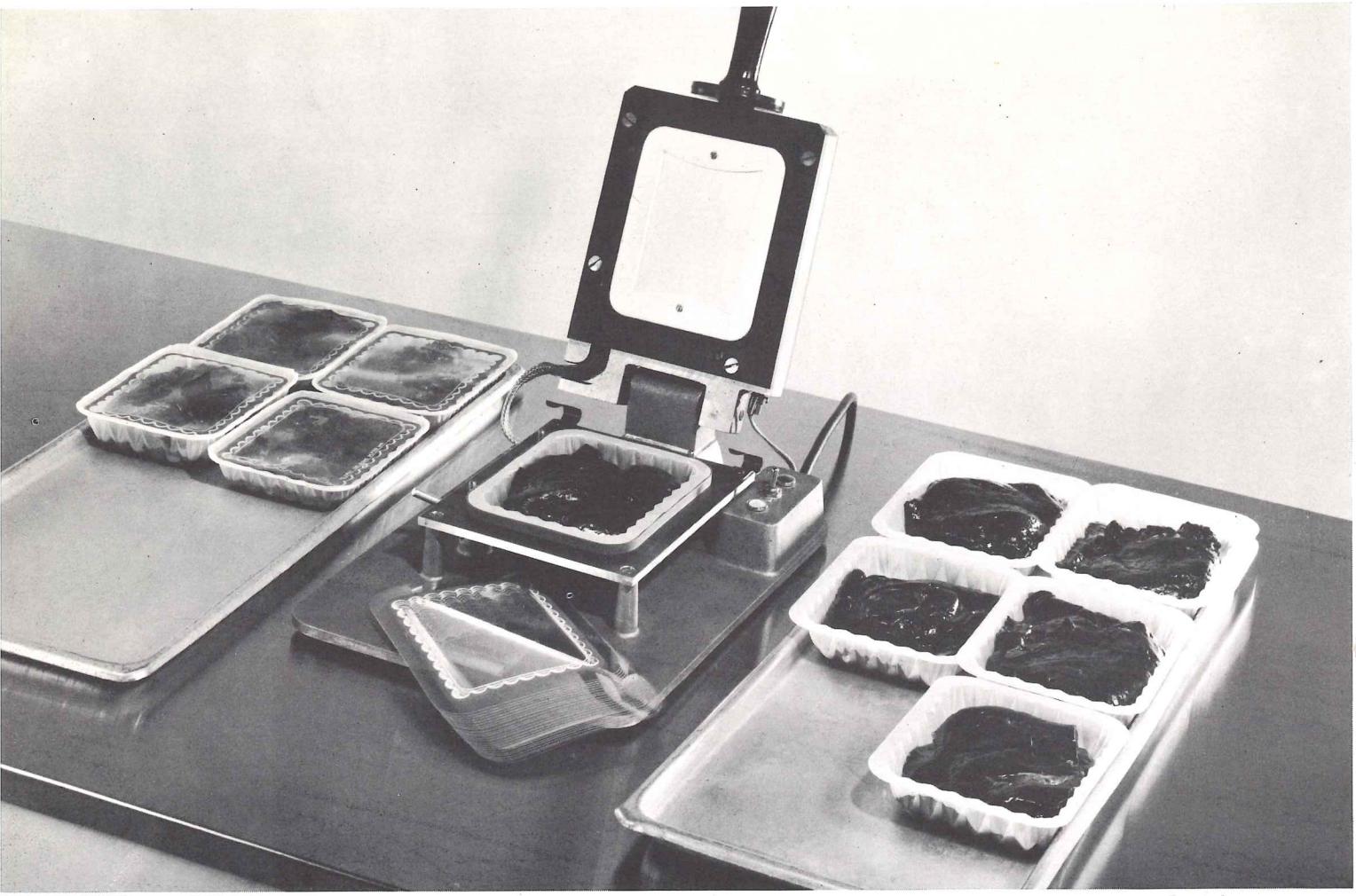
MORE $$$ PROFIT

SELLING MORE HIGH-MARGIN MEAT DEPARTMENT SPECIALTIES

PAK-LOK

IN-STORE PROFIT PROGRAM

Saves Space...Seals Fast...S



Fast efficient hand heat sealer is available on a no charge loan basis.

Now you can merchandise high margin meat department specialties for extra profits. The sales appeal of liver, brains, chicken giblets, gizzards, scallops, shrimp and other specialties is dramatically improved and they can be sold at a higher price.

Shoppers prefer the modern all-plastic PAK-LOK™ package. Its sturdy, rigid construction offers maximum product protection while the sparkling see-thru lid displays the contents perfectly. The hermetic seal locks in freshness and eliminates leakers. The high quality PAK-LOK package stimulates impulse buying and builds repeat sales.

The PAK-LOK In-Store Profit Program is a complete merchandising plan, insuring faster turnover of the high margin specialty items to produce larger profits and a greater return on invested capital.

Write for free samples and complete information.

CONEX
DIVISION ILLINOIS TOOL WORKS INC.
Des Plaines, Illinois · Santa Fe Springs, California

NEWEST BI

Sells Faster= Greater Profit!

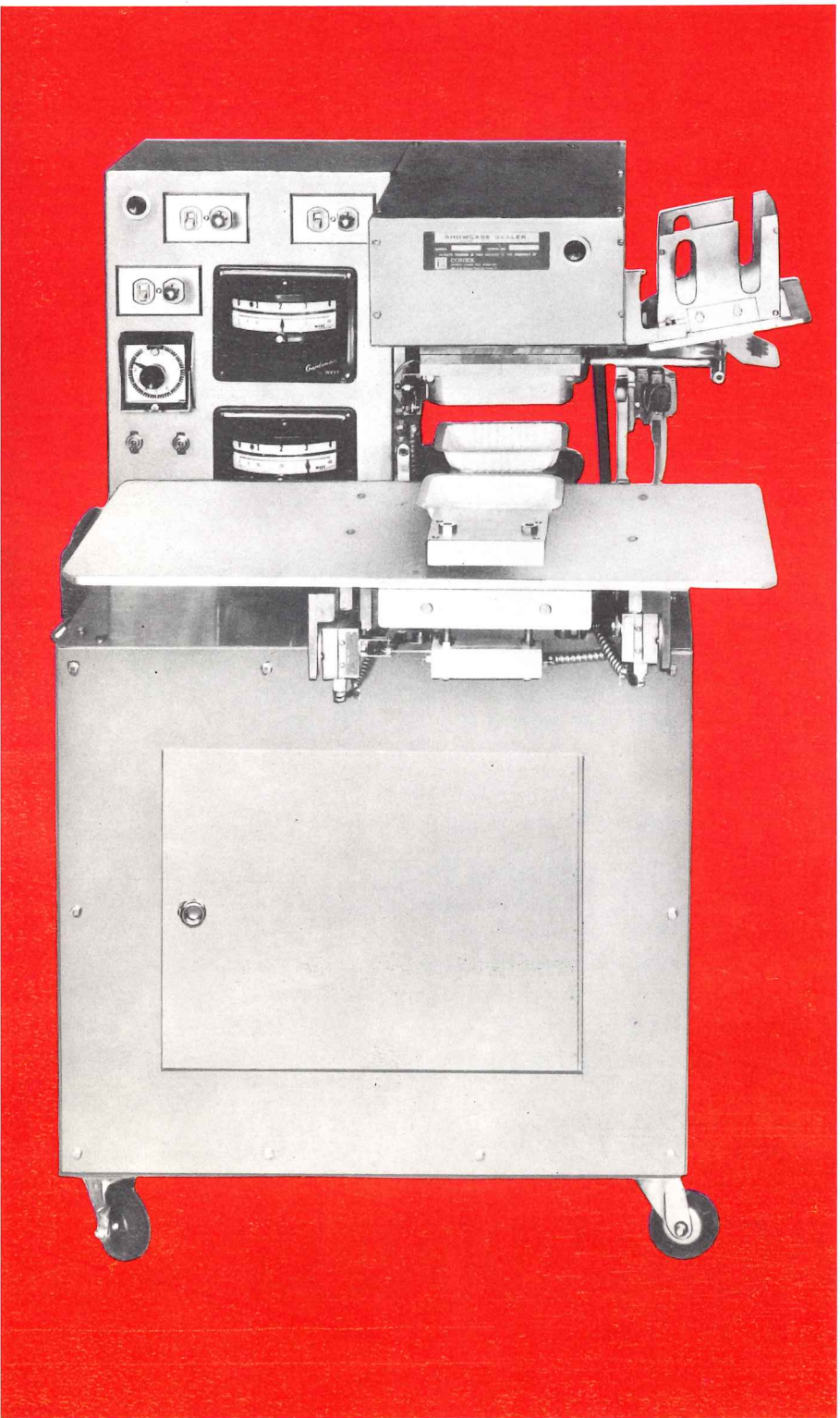
A suitable size for any product or portion and the same lid fits all sizes.

Put these PAK-LOK profit maker benefits to work for you:

1. Maximum shelf space utilization is achieved with uniform rectangular shape.
2. Carry only single lid inventory as the same lid fits 12, 16, 20 and 24 ounce containers. Lids are printed with a stock design or your custom logo.
3. The hermetic seal extends shelf life and package durability eliminates costly rewraps and leakers.
4. These close nesting packages save needed backroom space.
5. PAK-LOK all-plastic packages are dimensionally stable and unaffected by normal changes in temperature and humidity.
6. Experienced counsel, as to product and quantity selection, is available from the men who developed the PAK-LOK In-Store Profit Program.

G NAME IN PACKAGING™

AUTOMATIC SEALING EQUIPMENT FOR CENTRAL PACKAGING



The PAK-LOK™ Model J-1-L self-contained sealing unit has automatic lid placement and sealer mechanism. The unit is mounted on casters for flexibility in your production line and is compact in size . . . only 36″ x 43″ x 54″. It requires no air to operate and uses either 100 or 220 volt electricity. The machine will seal 20 packages per minute.

The PAK-LOK J-1-L is available on a lease basis.

THE MESS IS ENDED—IN STORE—IN SHOPPING BAGS AND IN THE KITCHEN!

itw CONEX
DIVISION ILLINOIS TOOL WORKS INC.
1901 S. Mount Prospect Road
Des Plaines, Illinois 60016
Phone: 296-2266 (Area Code 312)
TWX: 910-233-3514

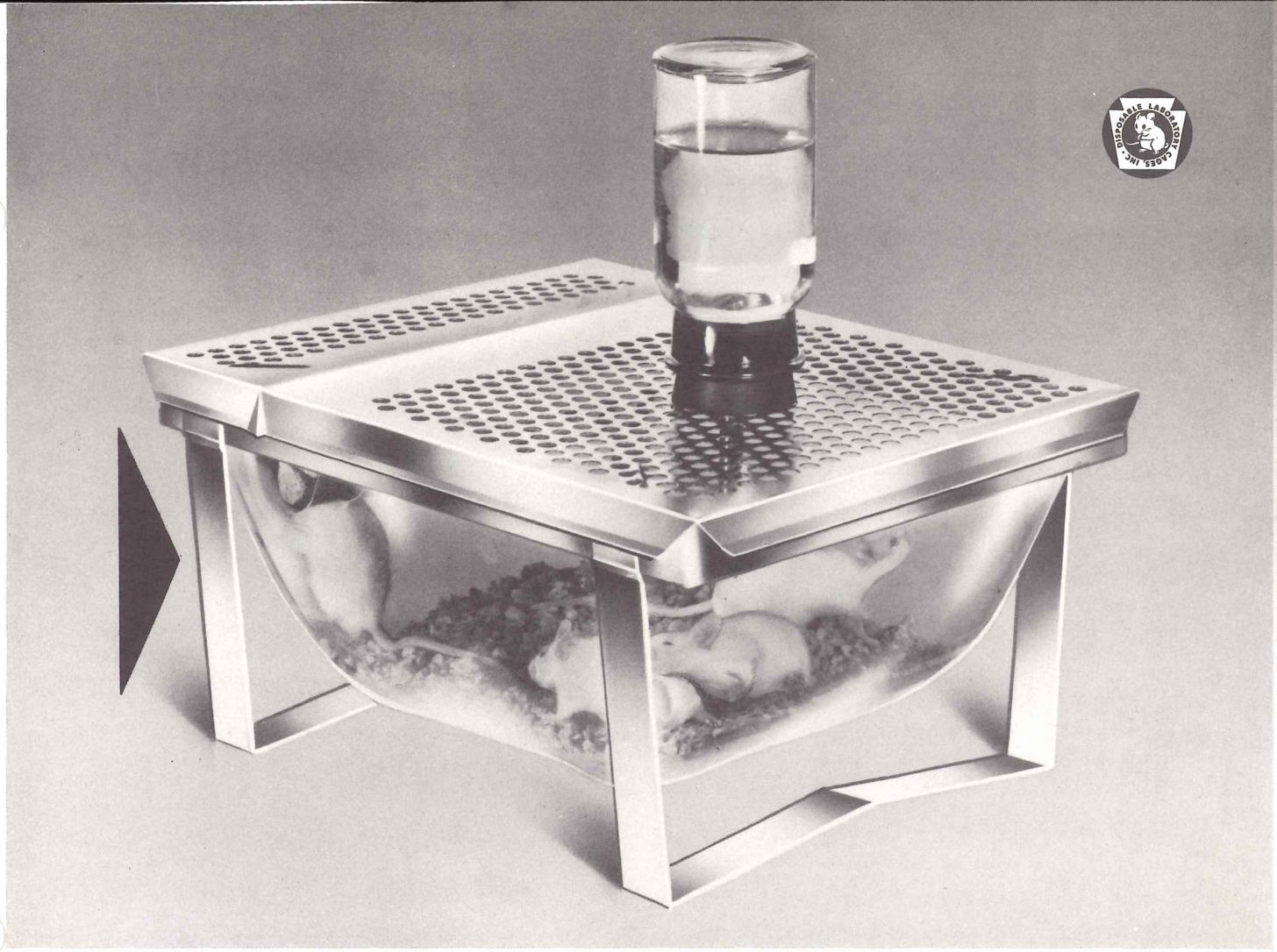
12333 Los Nietos Road
Santa Fe Springs, California 90670
Phone: 723-0089 (Area Code 213)
TWX: 213-685-8039

RECEIVED

JAN 15 1968

GROUP 290

CUSTOM



New! 'CLEER-VUE' CAGE SUPPORTS

Permits Full Visibility of Animals or Other Contents

- **Made of heavy gauge, nickel-plated steel.**
- **Provides firm, safe support for S.I.U. Disposable Cages.***
- **Made to last indefinitely.**
- **Supports nest together . . . save storage space.**
- **Packed 10 to a shipping carton.**

QUANTITY	PRICE
10	$17.50 per carton
100 (10 cartons of 10)	16.75 per carton
500 (50 cartons of 10)	16.25 per carton
1000 (100 cartons of 10)	15.65 per carton

Carton of 10 Supports weighs: 5½ lbs.

Size of carton: 11½" x 9" x 15½"

**Developed by the Design and Microbiology Departments of Southern Illinois University.*

**Domestic and Foreign Patents pending.*

DISPOSABLE LABORATORY CAGES, INC.

Bio-Science division Labline, Inc.

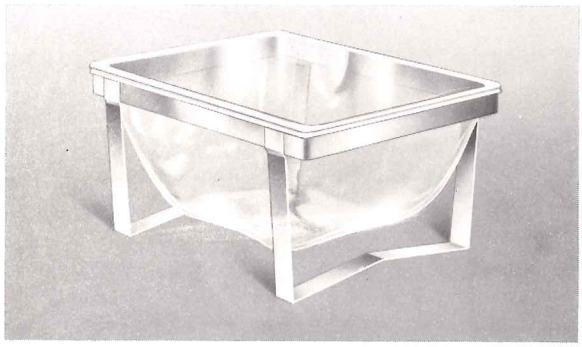
3070 West Grand Avenue, Chicago 22, Illinois

No. 152

New Idea!

Stack multiple cages at a time...

Save time, add convenience, too . . . Merely nest a quantity of cages when you start the experiment. Then, for each change, simple transfer the mice to clean bedding in the cage nested below, and dispose of the dirty cage. No fuss, no bother . . . a minimum of interruption! Try it the next time you set up an experimental test. Cages can be set on either cardboard or metal supports.



New Idea!...

You can secure added strength, added protection for experimental animals or other contents, by using two nested cages at a time. And, there's no loss in visibility!

New Idea!...

Do you know that you can use the S.I.U. Disposable Cages as an aquarium for experiments with marine life, or for growing plants under controlled conditions. Great for watching root growth and development. Can be used with either metal or plastic tops. *(Decorative Idea! . . . When filled with African Violets, for instance, the cages make a very decorative display for office, lab or home).*

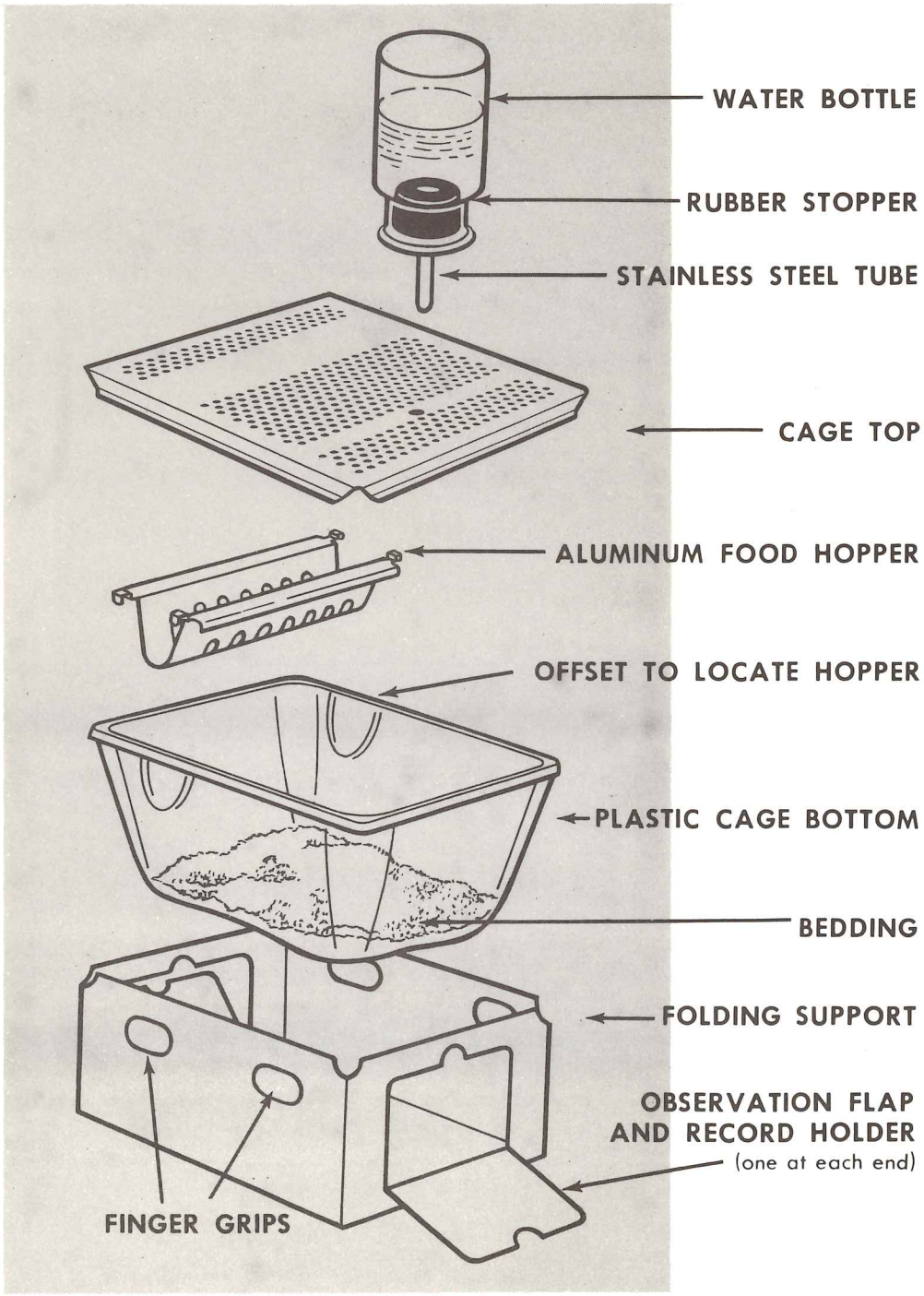
MFRS. OF
PLASTIC
DISPOSABLE
SMALL ANIMAL
CAGES

DISPOSABLE LABORATORY CAGES, Inc.

3070-82 W. GRAND AVENUE • CHICAGO 22, ILLINOIS • SAcramento 2-5151

INSTRUCTIONS FOR
S.I.U. DISPOSABLE CAGES

(Foreign and Domestic Pats. Pending)



INSTRUCTIONS FOR S.I.U. DISPOSABLE CAGES

(1) Please unpack carefully and follow instructions step by step.

(2) DO NOT HANDLE PLASTIC BOTTOMS BY PINCHING SIDES OR BOTTOMS.

(3) WRINKLES OR PINCHES IN BOTTOMS OR SIDES WILL CAUSE FAILURES AND PERMIT MICE TO ESCAPE.

(4) HANDLE PLASTIC BOTTOMS BY UPPER FLANGE ONLY.

HOW TO SET UP

(1) Open support and crease corners so that support will form a perfect rectangle.

(2) Pick up bottom by upper flange and set bottom into support so that the top edge of the support fits inside of the flange on the plastic bottom. Make sure that flange grips the support firmly by squeezing sides of flange against support.

DO NOT USE CAGE BOTTOM WITHOUT SUPPORT.
DO NOT REST CAGE BOTTOM ON TABLE. IT MUST ALWAYS BE IN THE SUPPORT.

(3) Add bedding to unit. The usual amount is about 1/2".

(4) Insert food hopper in special offsets at only one end of the plastic bottom. Other end does not have offsets. Hopper should fit freely into offsets and hang on all four hooks. Hopper may become distorted in shipment or handling but should be straightened before use so that it fits freely into plastic bottom.

DO NOT FORCE HOPPER INTO CAGE. IT MUST DROP IN FREELY AND HANG ON ALL FOUR HOOKS. FORCING WILL DISTORT PLASTIC BOTTOM AND CAUSE WRINKLES AND CRACKS WHICH WILL ALLOW MICE TO ESCAPE. CHECK BOTTOM CAREFULLY FOR WRINKLES AND CRACKS BEFORE USING.

(5) Place cover on cage so that large solid area is over the food hopper. Small hole at other end is for water bottle feed tube.

(6) Insert stainless steel water tube in rubber stopper so that flat end of stainless steel tube is flush with small end of stopper.

(7) Fill bottle with water and press rubber stopper in flush with edge of bottle.

(8) Now place bottle on top of cage by inserting stainless steel tube through special hole.

(9) Cage is now ready to receive mice. Six (6) mice are the ideal maximum.

DO NOT USE CAGES THAT HAVE WRINKLES OR CRACKS.

NOTES

(1) Slots on each end of support are for handling cages.

(2) Flaps at front or rear are for 3" x 5" data card which can be held on by paper clips, or flap can be used for data directly and then torn off and filed.

(3) Disposable bottoms must not be used for more than one week. They should be changed even more frequently, depending on the practice of your laboratories. Some laboratories change daily.

(4) Cages can be disposed by autoclaving before incineration if infected mice are used, or they can be incinerated directly when used with non-infected mice.

(5) If cages are used as directed mice will have a superior type of mouse cage which eliminates cleaning, and is disposable, convenient, and escape-proof.

(6) Cages can also be used for fish, plants, frogs, etc.